

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Andrew Stollman, et al. : Confirmation No.: 8919

Serial No.: 10/805,140 : Art Unit: 4194

Filing Date: March 19, 2004 : Examiner: M.R. Stibley

For: **Program Controlled Apparatus,
System And Method For Soliciting
Personal Information From A User
Over An Interactive Communications
Network And Dynamically Selecting And
Transmitting Graphics Based Routines To
The User For Displaying Content Selected
According To The Information Input By
The User And Corresponding Demographic,
Geographic And Psychographic Profile**

RESPONSE

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

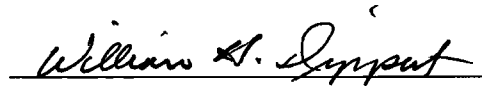
February 15, 2008

SIR:

In response to the Office Action dated February 6, 2008, Applicants hereby elect the claims of Group III, that is, Claims 1 to 29, 34, and 36.

Reconsideration and allowance of all the claims herein are respectfully requested.

Respectfully submitted,

A handwritten signature in cursive script, reading "William H. Dippert", is written over a horizontal line.

William H. Dippert
Registration No. 26,723

February 15, 2008

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